

LEXINGTON HERALD
Lexington, Kentucky
October 3, 1962

John Berry Named To Head Tobacco Export Association

ASHEVILLE, N. C., Oct. 2 (Special) — John M. Berry, New Castle, Ky., was elected president of the Burley and Dark Leaf Export Association today at the 13th annual convention of the group.

Berry, who is president of the Burley Tobacco Growers Cooperative Association, served last year as a vice president of the export group. He succeeds Paul Goddard, Knoxville.

Mrs. Margaret Adair, Lexington, was re-elected secretary-treasurer. C. W. Maloney, Madisonville, was chosen vice president and Frank V. Snodgrass, Bowling Green, was re-elected a vice president and managing director.

Berry told delegates that the quality of U.S. burley must be maintained if foreign trade is to be expanded.

James W. Birkhead, associate director of the Tobacco Division, Foreign Agricultural Service said he foresees greater burley demand.

Speaking during a panel discussion of foreign markets, Birkhead said foreign burley markets are greater than expected but that there still are problems to be solved in foreign marketing. He noted the Common Market as one of the factors to be considered in foreign marketing and said there is optimism for greater sales.

"Your export promotion activities have been very good and effective," he told the group.

The quality of U.S. burley is a main reason for the trend toward greater use of burley in foreign-blended cigarettes, Birkhead said. J. E. Bohanon Jr., Bowling Green, said foreign manufacturers want quality, price and assurance of stable supply.

"I think it will be necessary to increase our burley production in accordance with world consumption, as we continue to hold our present status in the world," the exporter said.

Tobacco men "have a right and duty to see that the public is not misled" in statements about smoking and health, the president of the Tobacco Institute told the group.

George V. Allen said "we must help the public . . . to distinguish between what is actually established as scientific fact and what flows out as opinion and theory" about tobacco and health.

Control of supply solves many problems connected with foreign marketing, Claude G. Turner, director of the Tobacco Division, Agricultural Stabilization and Conservation Service, said.

He urged a closer look at production practices. One aim should be to supply the markets with the best quality raw product, he noted.

Turner also reminded delegates that other areas of the world are now growing burley tobacco and that a critical look at the quality of U. S. burley would help head off greater competition from these areas.

W. L. Staton, executive secretary of the Burley Tobacco Association, discussed the burley promotion fund. Full cooperation of all elements of the tobacco industry would bring "nearly 100 per cent" cooperation in the burley growers export promotion fund, he said.

Four members of the seven-member team of tobacco men who recently toured Russia, gave a report on the trip. They were Berry, Frank J. Welch, vice president of the Tobacco Institute, Dr. Kenneth R. Keller, director of the tobacco research division for North Carolina State College and Malcolm B. Seawell, executive secretary of the Leaf Tobacco Export Association.

Robert G. Lewis, deputy administrator of the Price and Production Division, USDA, called the program for tobacco marketing a model one. He cited the voluntary participation of growers, who voted to reduce acreage in 1955, as a prime factor in the success. He also predicted a good price-demand structure and a total export in 1962 of about 45 million pounds.

Allen, former director of the U.S. Information Agency, said smoking is one of the various factors that should be studied further.

"Singling out tobacco," he said, "is not an accurate reflection of over-all research findings."

"In these troubled times, it seems, the public often settles for the easy answer to a complex problem," Allen said.

"We all know the public is being told that the major cause of lung cancer has been found, despite the research work that does not support this belief. It is our job . . . to make sure that scientists have the opportunity to discover the real causes—and that the public not be stampeded into accepting 'easy' answers that may turn out to be misleading or false."

Allen said the "element of quality" is strongly in favor of U.S. tobacco in foreign markets. He said U.S. farmers "grow the finest tobacco in the world for cigarettes, pipe-smoking and snuff."

Foreign consumers have shown, he said, "their preference is for our familiar brands of cigarettes and the tobacco that goes in them."

DURHAM HERALD
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Help Public On Leaf Facts, Allen Urges

From Herald Dispatches

ASHEVILLE — Tobacco men "have a right and duty to see that the public is not misled" in statements about smoking and health, the president of the Tobacco Institute said here Tuesday.

George V. Allen told the Burley and Dark Leaf Export Association "we must help the public . . . to distinguish between what is actually established as scientific fact and what flows out as opinion and theory" about tobacco and health.

Allen, former director of the U.S. Information Agency, said smoking is one of the various factors that should be studied further.

"Singling out tobacco," he added, "is not an accurate reflection of over-all research findings."

Earlier, the current "crisis" hitting the tobacco industry was

explained by a federal official who said, "tobacco scare news stories" may be responsible for the drop in the rate of smoking.

Art G. Conover, statistician for the Economic Research Service of the U.S. Department of Agriculture, presented a report to the meeting saying the rate of increase of cigarette smoking in the United States so far this year was less than in 1961.

Conover said that so far this year cigarette smoking in the United States had increased only about 2 per cent. He said the annual rate of increase over the past six years had been from 3 to 6 per cent.

John M. Berry of New Castle, Ky., an attorney and tobacco farmer, was elected president of the association.

Berry, who is also president of the Burley Growers Cooperative Association, succeeds Paul D. Goddard of Dandridge, Va.

NEW YORK JOURNAL-AMERICAN
New York, New York
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URGES TRUTH ON TOBACCO

ASHEVILLE, N. C., Oct. 2.—The president of The Tobacco Institute, Inc., today said there is a need to "help the public separate fact from fiction" about tobacco and health.

George V. Allen, told the Burley and Dark Leaf Tobacco Export Assn.

"We all know the public is being told that the major cause of lung cancer has been found, despite the research work that does not support this belief. It is our job . . . to make sure that scientists have the opportunity to discover the real causes — and that the public not be stampeded into accepting 'easy' answers that may turn out to be misleading or false."